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**UNITED STATES PATENT AND TRADEMARK OFFICE**

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## Examiner's Detailed Office Action

1. Claims 17 & 52 have been canceled.
2. Claims 1-16, 18-51 & 53-91 are allowed.

### REASONS FOR ALLOWANCE

3. The following is an Examiner's statement for reasons for allowance:
4. Claims 1-16, 18-51 & 53-91 are considered allowable since when reading the claims in light of the specification, none of the references of record alone or in combination disclose or suggest the combination of limitations specified in the independent claim(s).
5. The limitations recited in independent claim 1 "A method of providing beauty advice, the method comprising: receiving user-specific information; accessing a data structure containing information reflecting relationships between categories of user-specific information and beauty advice, the information reflecting relationships derived from at least one of consumer preferences and expert advice, wherein the data structure includes information characterizing a plurality of beauty products and information about suitability of combining at least some of the plurality of beauty products with other of the plurality of beauty products; comparing, using an artificial

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intelligence engine, the received user-specific information with the accessed data; identifying, using the artificial intelligence engine, beauty advice determined by the artificial intelligence engine to be related to the user-specific information; and providing the identified beauty advice to the user.”

6. The limitations recited in independent claim 21 “A method of identifying a combination of complementary beauty products, the method comprising: maintaining information characterizing a plurality of beauty products; maintaining information about suitability of use of at least some of the plurality of beauty products with other of the plurality of beauty products; receiving from a user a selection of at least two of the plurality of beauty products; processing, using an artificial intelligence engine, information characterizing the at least two selected beauty products and suitability of use information to thereby identify at least one additional product, complementary to a combination of the at least two selected products; and notifying the user of the at least one additional product.”

7. The limitations recited in independent claim 24 “A method of identifying complementary products, the method comprising: receiving from a user a selection of at least one user-specified product; accessing through an artificial intelligence search engine characterizations of a plurality of products; accessing through the artificial intelligence search engine information about relationships between at least some of the plurality of products; identifying, by the artificial intelligence engine, at least one recommended product complementary to the at least one user-specified product using at least the information about product relationships; and notifying the user of the at least one recommended complementary product.”

8. The limitations recited in independent claim 36 “A system for providing beauty advice, the system comprising: a data structure containing information reflecting relationships between categories of user-specific information and beauty advice, the information reflecting relationships derived from at least one of consumer preferences and expert advice, wherein the data structure includes information characterizing a plurality of beauty products and information about suitability of combining at least some of the plurality of beauty products with other of the plurality of beauty products; an artificial intelligence engine, configured to receive and process the information reflecting relationships and user-specific information, to thereby identify beauty advice determined by the artificial intelligence engine to be related to the user-specific information; and an interface for conveying the identified beauty advice to the user.”

9. The limitations recited in independent claim 56 “A system for identifying a product complementary to a selected product, the system comprising: an interface for receiving from a user a selection of at least one of a plurality of products; at least one location for storing information characterizing the plurality of products; at least one location for storing information about suitability of using at least one of the plurality of products with at least one other of the plurality of products; at least one location for storing personal information about a user; and an artificial intelligence engine configured to process information reflective of the at least one user-selected product, at least some of the characterizing information, at least some of the suitability information, and at least some of the personal information, and to identify therefrom at least one product complementary to the at least one user-selected product.”

10. The limitations recited in independent claim 69 “A method of identifying complementary products, the method comprising: receiving subject-specific information; using the subject-speci-

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fic information to identify a first product; accessing through an artificial intelligence search engine characterizations of a plurality of products; accessing through the artificial intelligence search engine information about relationships between at least some of the plurality of products; identifying, by the artificial intelligence engine, a second recommended product complementary to the first product based on at least the information about relationships; and notifying the user of the second recommended complementary product.”

11. The limitations recited in independent claim 70 “A method of recommending at least one complementary beauty product, the method comprising: causing at least one query to be presented to a subject; selecting a first beauty product based on the subject's response to the query; enabling a display of a simulation of the first beauty product applied on a facial image; enabling the subject to indicate whether the first beauty product is acceptable, wherein when the first product is indicated as being acceptable, the method further comprises selecting at least one second beauty product complementary to the first beauty product based on information reflecting a relationship between the first beauty product and the second beauty product; and enabling a display of a simulation of the first and second beauty products applied on the facial image.”

12. When taken in context the claim(s) as a whole, were not uncovered in the prior art. Moreover, the dependent claims are allowed as they depend upon an allowable independent claim(s).

13. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled “Comments regarding Statement of Reasons for Allowance.”

## Correspondence Information

14. Any inquires concerning this communication or earlier communications from the examiner should be directed to Michael B. Holmes, who may be reached Monday through Thursday, between 8:00 a.m. and 6:00 p.m. EST. or via telephone at (571) 272-3686 or facsimile transmission (571) 273-3686 or email [michael.holmesb@uspto.gov](mailto:michael.holmesb@uspto.gov).

If you need to send an Official facsimile transmission, please send it to (571) 273-8300.

If attempts to reach the examiner are unsuccessful the Examiner's Supervisor, David Vincent, may be reached at (571) 272-3080.

Hand-delivered responses should be delivered to the Receptionist @ (Customer Service Window Randolph Building 401 Dulany Street, Alexandria, VA 22313), located on the first floor of the south side of the Randolph Building.

Finally, information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Moreover, status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have any questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) toll-free @ 1-866-217-9197.

***Michael B. Holmes***

Primary Examiner  
Artificial Intelligence  
Art Unit 2129

United States Department of Commerce  
Patent & Trademark Office

Application/Control Number: 10/024,616

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*Monday, June 16, 2008*

*MBH*

*/Michael B. Holmes/  
Primary Examiner, Art Unit 2129*